

STATE BAR REAL PROPERTY LAW SECTION
SUBSECTION LEADERSHIP CONFERENCE
State Bar Offices, 4th Floor, 180 Howard Street, San Francisco, CA
JANUARY 6, 2005

PRELIMINARY AGENDA

- 10:30--10:50 **Welcome / Self-Introductions** (Nargis Choudhry, Everyone)
Distribute handbook
Distribute sample business plan
Subsection membership printouts
- 10:50--11:00 **Subsections Focus / Executive Committee Alumni program** (Jean Bertrand)
- 11:00--11:15 **Why Become a Subsection Leader?** (Tony Arostegui)
Motivating factors & tangible benefits. Improving your own practice.
- 11:15--12:15 **Nuts & Bolts of Educational Seminars** (Pam Wilson, Wayne Currier)
Meeting MCLE requirements
Flyer requirements and examples
Times and locations, blackout dates
Marketing approaches (website / newsletter)
Timeframes & budgets
Bar office / seminar room
- 12:15-1:00 **Lunch; Examples from the Trenches** (Helaine Ashton, Paul Dubrasich)
Reviving a subsection
Maintaining a strong subsection
Marketing to sell out crowds
- Subsection Leader Photographs** (Marc Fong)
For website & newsletter
Subsection Leader Bios – form / example
- 1:00--2:00 **Special Program: Guest Speaker Irwin Karp**
“How to Conduct Effective & Productive Meetings”
- 2:00--2:20 **Kickoff / Teleseminars Program** (Pam Wilson)
What this is and how it works
Schedule and sign-in sheet
Get your subsection off to a great start!
- 2:20--2:30 **What can you do other than seminars?** (Gordon Eng)
Outreach to law schools
Contribute to journal
Create newsletter
Joint programs with local / minority bars
Mixers
And more . . .

- 2:30--3:00 **Subsection Business Plans** (Tony Arostegui)
Sample business plan – discuss elements
Succession planning
Work on business plans / finalize & submit within 2 weeks
- 3:00--4:00 **Break Out Groups (brainstorm / network)** (facilitated by Ex Com members)
- 4:00--4:20 **Reports from Break Out Groups (share ideas)**
- 4:20--4:30 **Announcements**
Dinner / informal networking (Pam Wilson)
Executive committee meeting tomorrow (Jean Bertrand)
Follow up newsletter – send bios / photos (Teresa Klinkner)
Finalize business plans, and have fun! (Nargis Choudhry)
- 5:30--8:30 **Reception & Dinner -- World Trade Club, Embarcadero**
[Real Property Law Section Executive Committee members and advisors also invited to join]